

09/922,028 JB 03/01/2010

Application no. 09/922,028  
Office Action Dated: November 25, 2008  
Amendment dated: March 25, 2009

the CPC of a price-protected listing is calculated. Plural Price & Place Protection listings, Price & Place Protection listings, Price Protection listings, and Place Protection listings are all price-protected, whereas Fixed CPC listings are not. If at block 3910 it is determined that the winning listing is price-protected, control passes to block 3912, where the price-protected CPC is calculated and assigned to the winning listing. One means of accomplishing this calculation and assignment corresponds to FIG. 36 and is described subsequently. If however the listing is not price-protected, control passes from block 3910 to block 3914, where the winning listing's CPC is set equal to that listing's bid at the winning rank. --

17. Please replace the paragraph beginning at page 81, line 11 with the following rewritten paragraph.

-- The winning listing's timestamp is next compared with COMPETING\_TIMESTAMP at block 3606. If the winner's timestamp is earlier the winner has seniority and can claim the rank with only the COMPETING\_BID. In that event control passes to block 3608 where the winner's CPC is assigned the value of COMPETING\_BID. If the winner's timestamp is not earlier than COMPETING\_TIMESTAMP, the winning listing does not have seniority and must bid the minimum raise or bid increment (here \$0.01) above the COMPETING\_BID, block 3610. By one of these two paths the winner's CPC is set, and the procedure ends at block 3612. --

JB 18. Please replace the paragraph beginning at page 82, line <sup>23</sup>~~26~~ with the following rewritten paragraph.

-- Block 3808 of FIG. 38 performs the operation "FIND NEXT WINNER AND RANK", which is illustrated in FIG. 37, starting at block 3700. The workspace is examined for active Place Protection entries at block 3702, illustrated in FIG. 31 ~~FIG. 40~~